



Global Marketing Lead for CyXcel

Job Title: CyXcel Head of Marketing

Location: UK, Commutable to London, Manchester or Liverpool

Role: Full Time, reporting to CyXcel Chief Commercial Officer

Job Description

CyXcel is actively seeking an experienced cyber marketing expert to build and lead all aspects of our brand, social, digital, internal and external marcomms activity across both the UK and US markets. This is a huge opportunity to join the business as we get ready for the next phase of our growth.

This is a full time, remote opportunity, but candidates in commuting distance to London or Manchester UK will be preferred.

As the first dedicated marketing hire for CyXcel, you will work closely with the executive leadership team, and with the existing Weightmans Marketing team, using their resources to support the execution of CyXcel's strategy.

Key Responsibilities

- **Develop and Implement Marketing Strategies:** Create and execute comprehensive, and long-sighted marketing plans to increase brand awareness, generate leads, and drive client acquisition.
- **Content Creation:** Oversee the creation of high-quality content including blog posts, whitepapers, case studies and social media updates etc to establish thought leadership in the cyber-legal space.
- **Ideation and operation:** Generate, develop and manage implementation of new ideas, systems or procedures to improve the firm's approach to and delivery of internal and external communication.
- **Stakeholder management:** Work with both internal and external stakeholders, and manage relationships with external agencies to ensure the firm is receiving maximum value from those suppliers.
- **Digital Marketing:** Manage and optimize digital marketing campaigns across various channels, including SEO, SEM, email marketing, and social media.
- **Event Management:** Plan and coordinate industry events, webinars and conferences to promote our services and engage with potential clients.
- **Specialist Campaigns:** Ensure effective design and delivery of both firmwide and segment-specific marketing campaigns, driving and measuring RoI.
- **Market Research:** Conduct market research to identify trends, opportunities, and competitive landscape to inform marketing strategies.
- **Collaboration:** Work closely with the sales, legal, and technical teams to align marketing efforts with business goals and ensure consistent messaging.



- **Lead Generation:** Working with the Sales Team to identify, attract and track leads through web/social, building pipeline of MQL to SQL.
- **Analytics and Reporting:** Track and analyze marketing performance metrics, providing regular reports and insights to senior management.

Knowledge, Skills and Experience

- At least 8 years marketing experience in B2B services environment, ideally in professional services.
- Experience in leading, managing, and motivating a team.
- Strong understanding of digital marketing tools and techniques.
- Excellent written, editing and verbal communication skills.
- Proven ability to manage multiple projects and meet deadlines.
- Analytical mindset with the ability to interpret data and make data-driven decisions.
- Creative thinker with a passion for innovation and continuous improvements.
- Certifications: Relevant marketing certifications (e.g., Google Analytics, HubSpot, etc.) are advantageous.